who you are.

FOR SMOKERS AGE 21 AND OVER.

☐ Mr. ☐ Ms. ☐ Mrs. (First, M.I., Last) ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State _____ ZIP _____ Phone (___) _____

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) X _____ 9999

BIRTHDATE (required) ___/___/___ (Mo. Day Yr.) 4444

what you like.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
   _____ (brand)

2. Is your regular brand...? (Check one.)
   ☐ Regular/King Size, ☐ 100's
   ☐ 120's

3. Is your regular brand...? (Check one.)
   ☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
   ☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
   ☐ Lowest/1 mg
   ☐ Ultra/Extra Low Tar
   ☐ Light/Mild
   ☐ Medium
   ☐ Full Flavor

6. What, if any, was your previous brand?
   _____ (brand)

7. How many packs of cigarettes did you smoke in the past month? (Note: 1 carton = 10 packs)
   Total # Packs _____

8. Of these total packs, how many were your regular brand and how many were other brands?
   Regular Brand # Packs _____
   Other _____ (Brand) # Packs _____
   Other _____ # Packs _____
   Other _____ # Packs _____

9. Which of the following best describes you? (Check one in each column.)
   ☐ African-American ☐ Professional
   ☐ American Indian ☐ Self-employed
   ☐ Asian ☐ Homemaker
   ☐ Caucasian ☐ Skilled Labor
   ☐ Hispanic ☐ Civil Service
   ☐ _____ (Other) ☐ _____ (Other)

© 1993 Consumer Survey Associates, New York

00340

I'VE BEEN REFERRED BY

Sample A. Sample
1234 Anystreet
Anytown, USA 99999

detach and enclose here to seal before mailing.

HERE'S YOUR FREE SHADES.

NOW SEE WHAT ELSE CAN COME YOUR WAY.

"2061034416"

SMOKER'S SURVEY
P.O. BOX 7379
KANKAKEE IL 60902

Bulk Rate
U.S. Postage
PAID
Permit No. 729
Schaumburg, IL 60194

FORWARDING AND RETURN POSTAGE GUARANTEED
ADDRESS CORRECTION REQUESTED

Sample A. Sample
1234 Anystreet
Anytown, USA 99999

346 P0003053

CORPORATE/DATABASE 1993
ENGLISH FULF. TEST RAF - PRIMARY
DM #185 JOB #W28544
DBM 6005-93/3-'93 DROP 3-'93

9999

0000340

Source: https://www.industrydocuments.ucsf.edu/docs/